

cc:D.Murphy ✓

\*\*\*\* PROFS note for AIFFLAND 13 Oct 1992 16:28 Page 1 of 1

From: MREARDON--VCH0021A Date and time 13.10.92 14:41:02  
To: AIFFLAND--VCH0021A A. Iffland-Jaisli 9302-

\*\*\* Resending note of 13.10.92 14:38  
From: Michael Reardon  
To: MREARDON--VCH0021A Michael Reardon

From: Johan Puotila  
To : Michael Reardon  
Subject: Trade Mark Ad/Sweden  
Michael,

I've received a copy of Lagerloef's response with regard to the Swedish translation of the ad. I agree with the comments raised; most actually seem to address the issues I raised yesterday in our phone conversation. However, there's still one thing which I raised yesterday but is not commented on by Mr. Bryme. I'd just like to raise it once more with you in writing; perhaps you then could discuss it with Mr. Bryme - unless of course this is done already.

My concern is the paragraph stating "We are particularly concerned about the use of our tobacco trade marks on childrens' items".

The Swedish version now actually says (translation back to English): We are particularly concerned about the way our tobacco trade marks are used on childrens' items". This I see to be another statement, implying that there really is huge misuse of our trade marks on childrens' items in Sweden.

Therefore I suggest that the Swedish version should say something like: Vi är särskilt bekymrade för att de över eventuell användning av varas tobaksvärumärken på artiklar avsedda för barn.

With a copy of this note I ask for Jan Bryme's comments on this.

Best Regards

Johan

Eva, pls. fax a copy a.s.a.p. to Jan Bryme/Lagerloefs.

cc: SCARLSON--VCH0021A Stig Carlson KHAJANE--VCH0021A Kristina Haajanen  
ERASHUSS--VCH0021A Eva Rasmussen

idea with T.O 14/10: he recommends  
"gränd" over "belägrande" since  
Lagerloef expressed no preference.

AJ

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